

## VAP

**Definition:** Paid Delivery and Tracking Method for Promotions

**Purpose:** To get the right promotions with the right quantities to the right stores in the right timeframe without Field Sales involvement in the delivery of those promotions.

### What is VAP?

- Promotions Assembly & Packaging (Shippers)
- Wholesaler Delivery to RJR Identified Retail Stores
- Wholesaler to (Subjobber, Wholesaler Clubs) to Retail
- Wholesaler Compensation
- Tracking

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**KEY PROCESS VARIABLES**

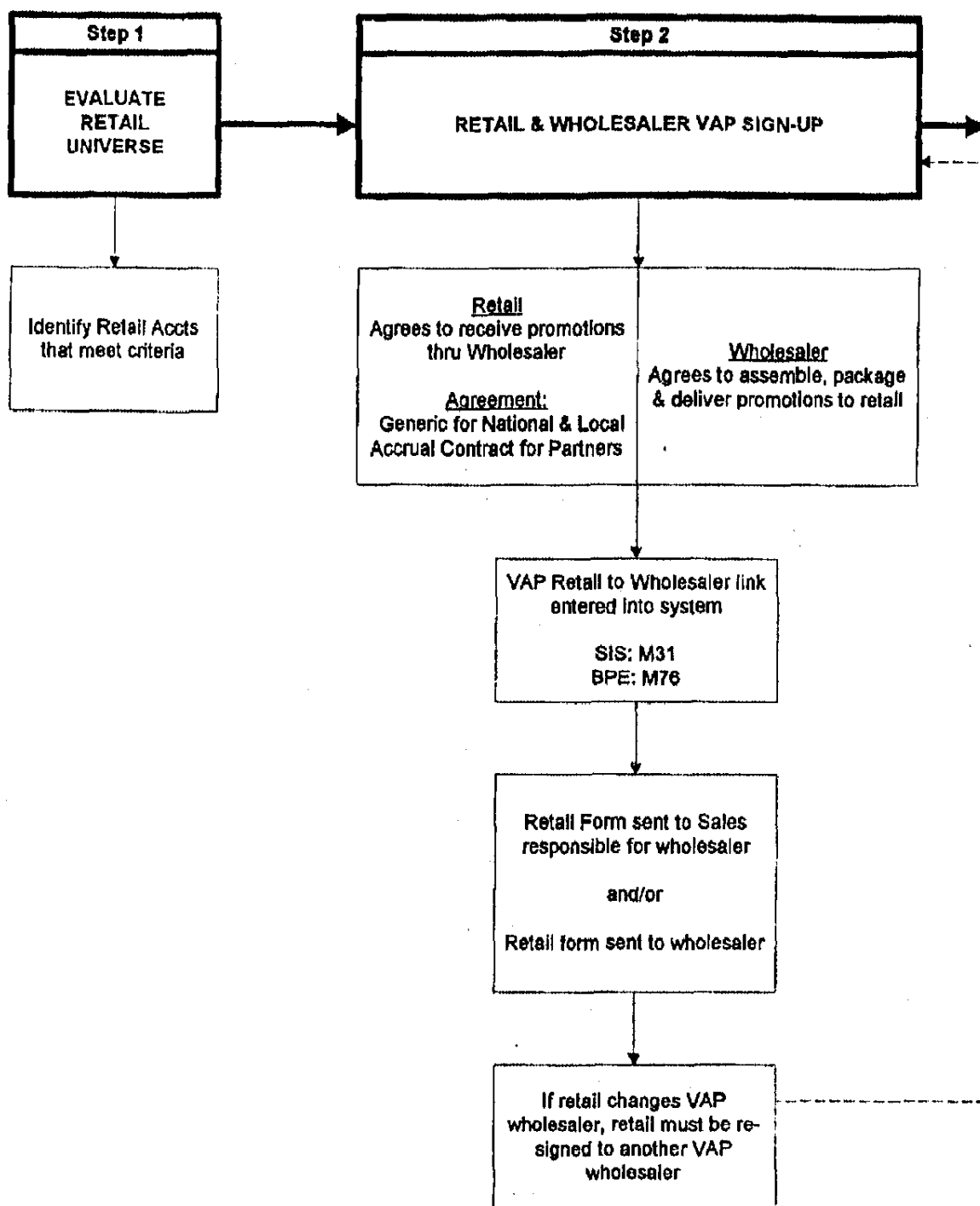
- BSGSF vs. Premiums vs. Coupons/VPR (Configuration)
- Refusals
- Sign-Up
- National, Partners, Supplemental, Local, SME, DPC
- Percentage VAP
- Allocations
- Chain Sell-in (one size fits all)

**Tool Set**

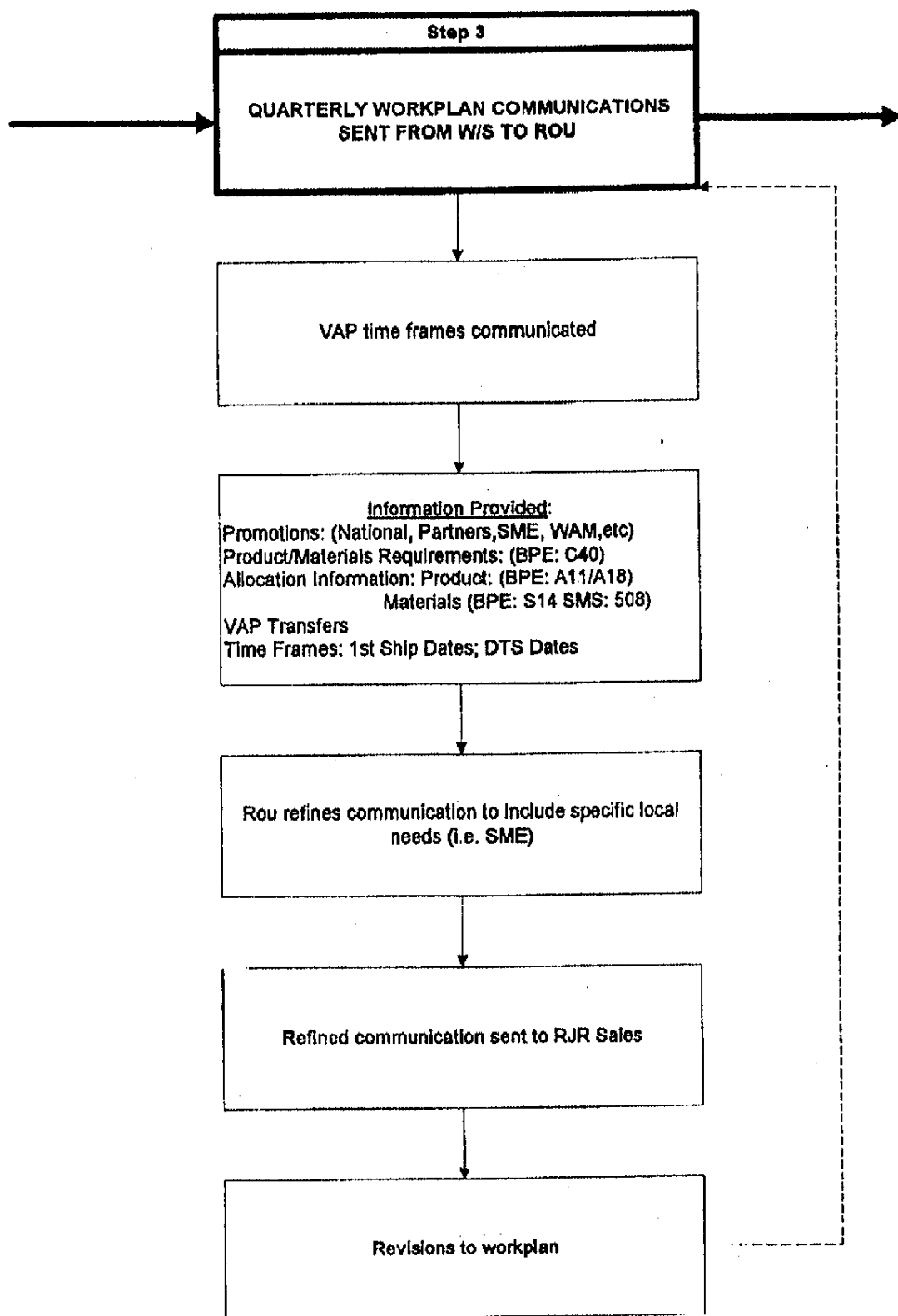
- National Indicators
- Local Indicators
- Account Groupings
- Volume Grids
- Contracts (Merchandising)
- Default Quantities (Everyone get the same)
- PP1, PP2, PP3
- Low, Threshold, Priority Markets (By Region)
- Any selection Criteria in Master List
- AIM
- CIV

**Note: Any reference in this document to RJR Sales Includes ROU & all Field Sales**

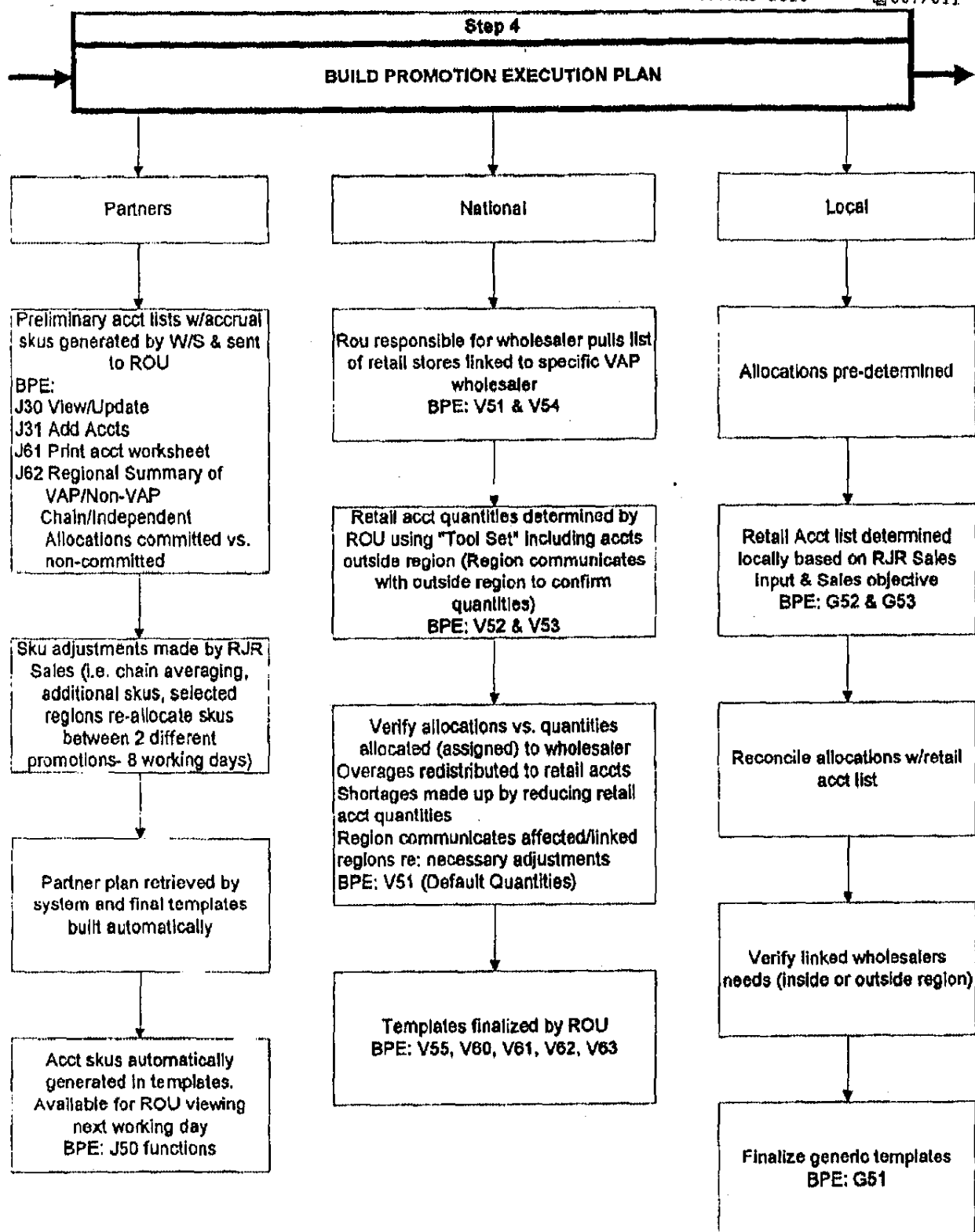


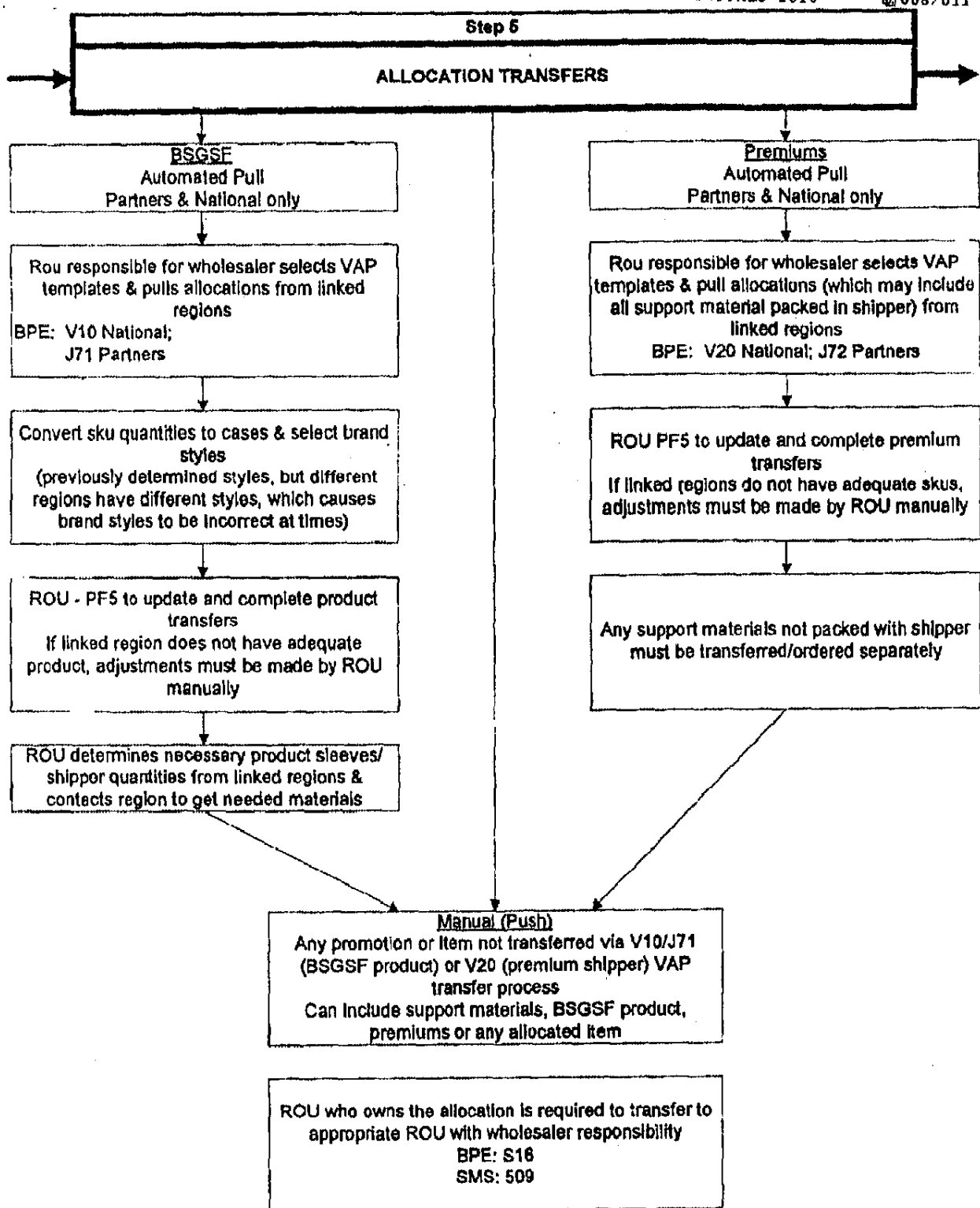


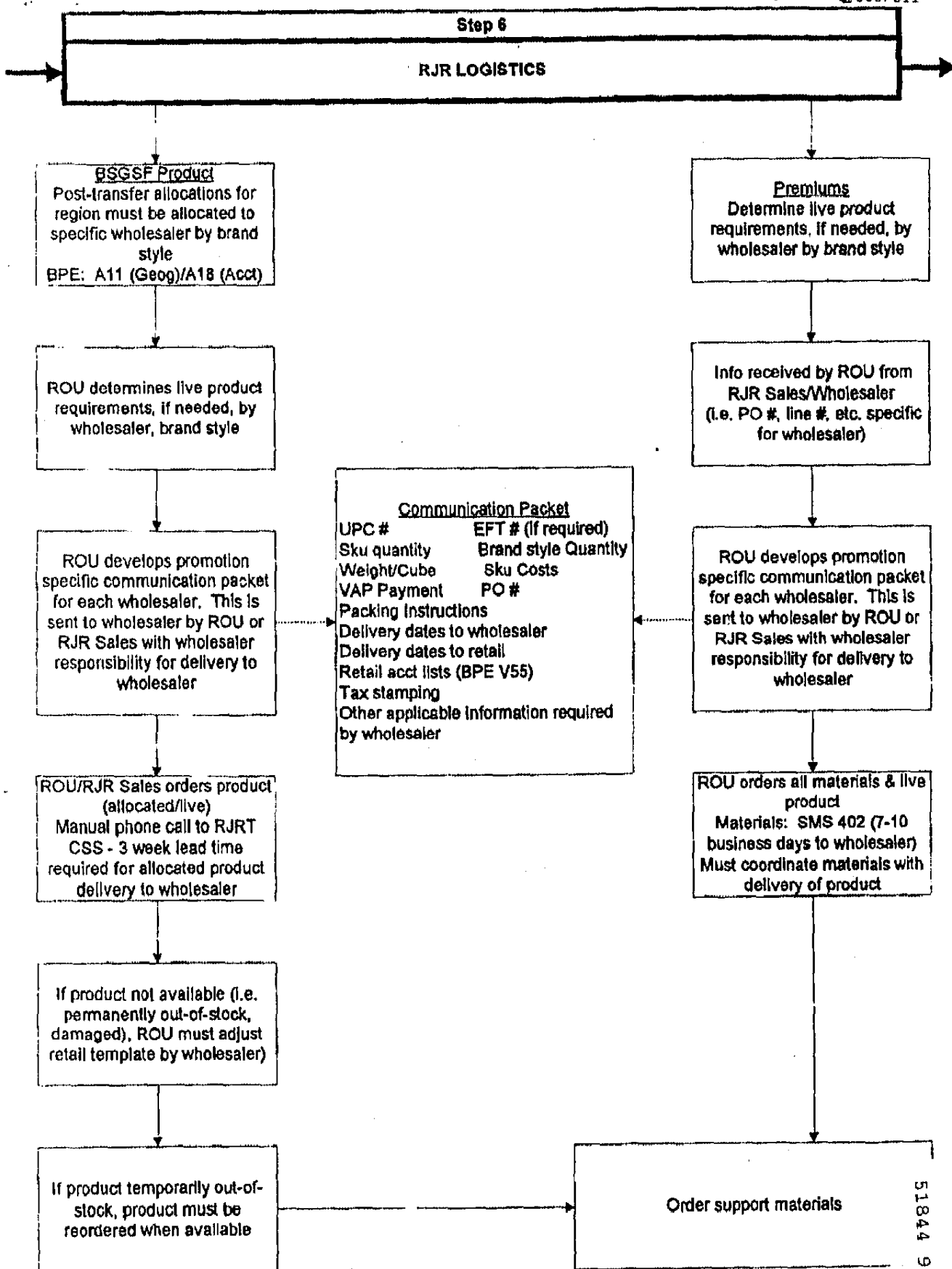
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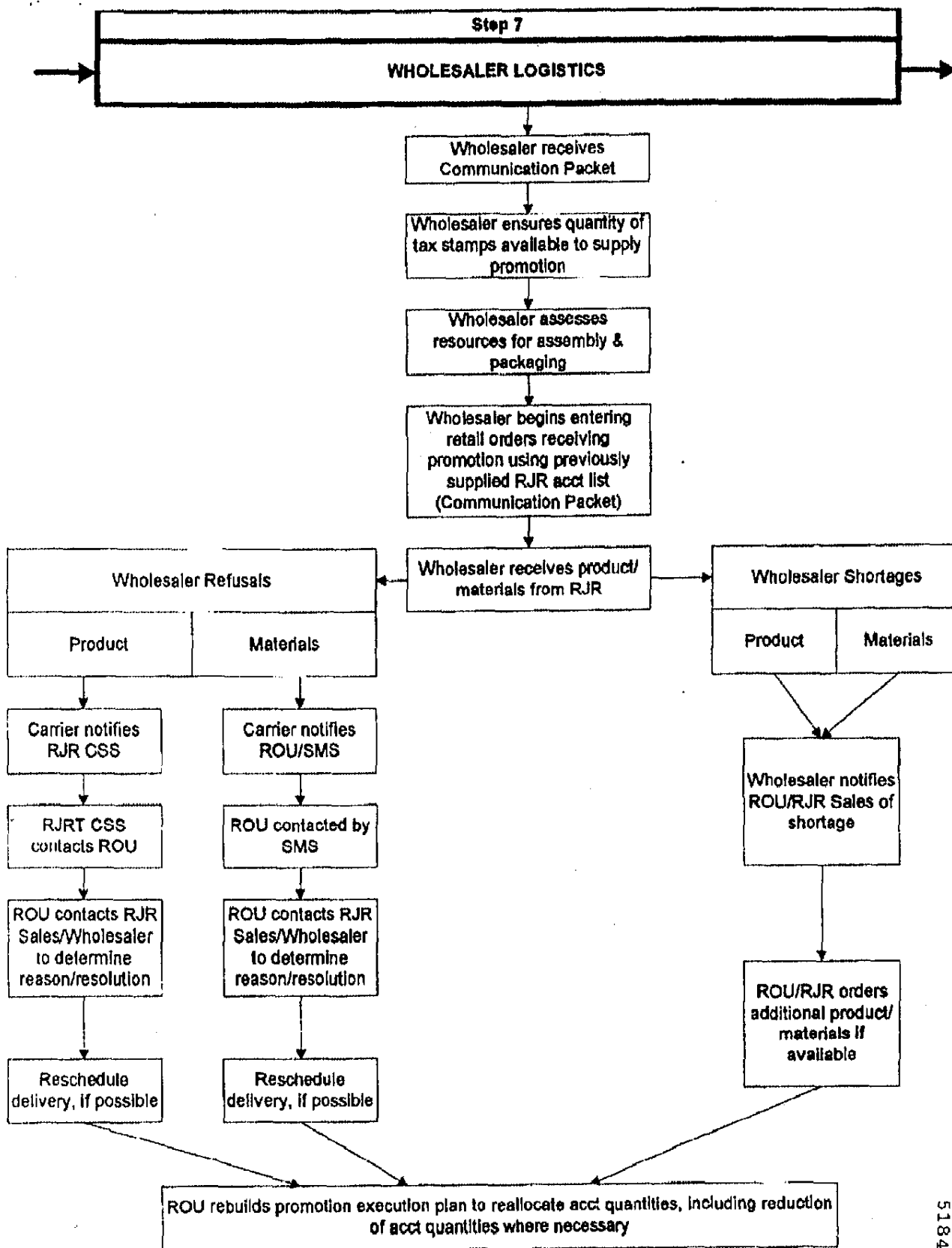
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